

PROGRAM OUTCOMES AND PERFORMANCE INDICATORS

1. Demonstrate competency in building organizational capacity for the promotion of school health programs.

Performance Indicators:

- a. Clearly articulate a 5-year vision for school health programming for their school district.
- b. Analyze the forces within the organization working for and against health promotion, and design a capacity-building plan, which addresses these forces (structural, cultural, political, human resource).
- c. Develop a plan to strengthen the essential structures to support school health programs.

2. Demonstrate skills necessary to be an effective advocate for school health programs.

Performance Indicators:

- a. Develop a 5-year, long-range advocacy plan that includes advocacy targets, rationale, goals, responsibilities, and timeline.
- b. Demonstrate written communication skills necessary to be an effective advocate.
- c. Demonstrate the oral communication skills to be an effective advocate.
- d. Demonstrate conflict resolution and negotiation skills necessary to effectively advocate for school health.

3. Demonstrate competencies in the use of multiple strategies that identify and assess program status and evaluation of planned outcomes.

Performance Indicators:

- a. Conduct an assessment on the status of the school health program which may include health education, health services, healthy school environment, physical education, school counseling and support, food services, health promotion for staff, and parent/community involvement.
- b. Once plans are created based on the analysis factors, include evaluative criteria and assessment tools to measure program progress.
- c. Use data from assessment and evaluation to improve program planning and implementation.

4. Demonstrate the ability to teach and motivate others responsible for school health promotion.

Performance Indicators:

- a. Demonstrate an advanced level of teaching, coaching, and mentoring skills.
- b. Demonstrate the leadership skills necessary to develop high-performance teams.

5. Demonstrate competency in resource development and overall project management.

Performance Indicators:

- a. Demonstrate project management skills.
- b. Manage and develop financial resources.

The American Cancer Society discovered that if we are serious about reducing cancer morbidity and mortality, we must do more to advance the agenda for Comprehensive School Health Education.

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